1. **Title of the module**

JOUR8160 (JN816) Propaganda – Media, Manipulation and Persuasion

1. **School or partner institution which will be responsible for management of the module**

Centre for Journalism

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

MA Multimedia Journalism

MA in International Multimedia Journalism

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
2. Demonstrate a systematic understanding and critical awareness of key features and methods of propaganda and its dissemination through the media.
3. Acquire a detailed knowledge about and be able to critically evaluate debates about the application of particular models of propaganda in the student’s own research and advanced scholarship.
4. Demonstrate a comprehensive knowledge of the historical evolution of propaganda and the means of dissemination through the constantly changing forms of media, and be able to critically reflect on the consequences of media development for the content and form of propaganda.
5. Demonstrate a comprehensive knowledge of the use of propaganda during wartime – with detailed knowledge of specific examples drawn from the wars of the 20th and 21st centuries.
6. Demonstrate a comprehensive knowledge and systematic understanding of the use of language in using propaganda to influence public opinion and human behaviour.
7. Demonstrate a systematic understanding of the spectrum of propaganda in the media from the values of developed, impartial journalism to hate propaganda.
8. Demonstrate a systematic understanding of the contexts of propaganda usage and the importance content and intent analysis as measures of the phenomenon.
9. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
10. Demonstrate a systematic understanding and critical awareness of the key concepts and theories in academic literature across a range of relevant academic disciplines
11. Critically evaluate knowledge of relevant concepts and theories and demonstrate a degree of originality in the formulation, framing and execution of textual analysis projects
12. Demonstrate comprehensive research and writing skills in individual written work
13. Demonstrate strong oral communication skills.
14. Exercise independent learning skills and organise their study in an efficient and professional manner.
15. **A synopsis of the curriculum**

The module examines the role of propaganda as a means of communication and persuasion. It deals with the definitions, content, intent and methods of propaganda drawn from the historical development of propaganda as a communications tool utilising the mass media. The module will involve study and critical assessment of the role of propaganda in the two world wars, the Cold War, apartheid South Africa, Rwanda and contemporary conflicts and politics.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Jacques Ellul, Propaganda: The Formation of Men’s Attitudes, New York: Vintage, 1973  
Garth Jowett and Victoria O’Donnell, Propaganda and Persuasion, Thousand Oaks, Ca: Sage, 2006  
Edward Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, New York: Pantheon Books, 1988  
Keith Somerville, Radio Propaganda and the Broadcasting of Hatred: Historical Development and Definitions, Basingstoke: Palgrave/Macmillan, 2012  
Phillip Taylor, Munitions of the Mind: A history of propaganda from the ancient world to the present day, Manchester: Manchester University Press, 2003 edition  
David Welsh, Propaganda: Power and Persuasion, London: British Library, 2013

1. **Learning and teaching methods**

Total Contact Hours: 24

Private Study Hours: 126

Total Study Hours: 150

1. **Assessment methods**
   1. Main assessment methods

Essay (3000 words) (40%)

Seminar Presentation (20%)

Examination, 2 hour (40%)

13.2 Reassessment methods

Like for Like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 8.7 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Lectures | X | X | X | X | X | X | X | X |  |  | X |  |
| Seminars | X | X | X | X | X | X | X | X | X | X | X |  |
| Private study | X | X | X | X | X | X | X | X | X | X |  | X |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Essay | X | X | X | X |  |  |  | X |  | X |  | X |
| Presentation |  |  |  |  | X | X | X |  | X |  | X | X |
| Exam | X | X | X | X | X | X | X | X |  | X |  | X |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

The module has fully international content – examining and analysing the history and usages of propaganda in national and international contexts.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Feb 2018